



Pollution Prevention Week Planning Calendar

APRIL/MAY

- ☐ Identify individuals within your organization interested in helping to coordinate activities.
- ☐ Partner with other local agencies, business groups, and/or community/environmental organizations.
- ☐ Convene a planning group meeting.
- ☐ Review list of suggested activities.
- ☐ Brainstorm on other possible activities suitable for your group.
- ☐ Determine the focus and target audience of events.
- ☐ Select activities for National Pollution Prevention Week.
- ☐ Empower a lead person to coordinate efforts.
- ☐ Develop checklists and deadlines.
- ☐ Assign tasks to group.
- ☐ Check out DTSC's Promotional Materials at www.dtsc.ca.gov/PollutionPrevention/index.html
- ☐ Discuss getting a proclamation/resolution passed (see enclosed sample).
- ☐ Other: _____



JULY

- ☐ Start developing your promotional plan.
- ☐ Secure locations and speaker to hold events.
- ☐ **E-mail a summary of your P2 activities to rludwig@dtsc.ca.gov**
- ☐ Contact other Pollution Prevention organizers in your region to discuss how you can work together, such as doing co-promotion and shared activities.
- ☐ Other: _____

JUNE

- ☐ Draft materials like contact letters, flyers, and proclamations.
- ☐ Order or purchase materials.
- ☐ Plan distribution methods.
- ☐ Secure locations to hold activities.
- ☐ Identify and obtain event/activity speakers.
- ☐ Further develop identified activities.
- ☐ Develop time lines.
- ☐ Assign tasks.
- ☐ Determine if sponsors are needed.
- ☐ Collect information to distribute during activities.
- ☐ Other: _____

AUGUST

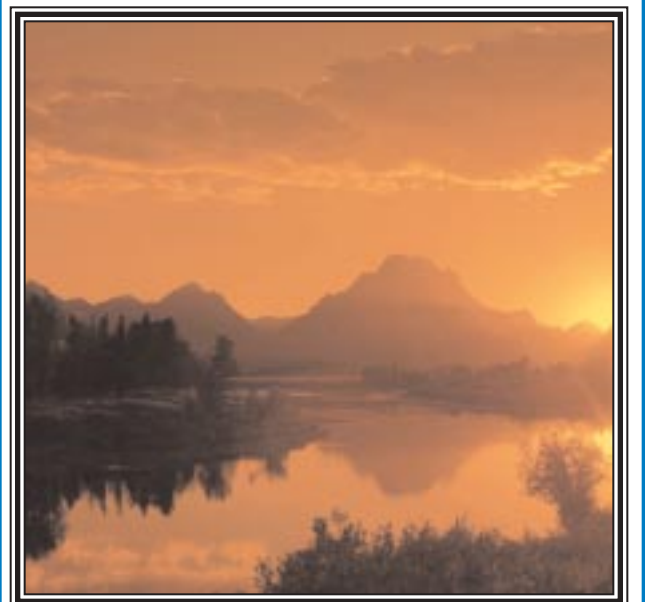
- ☐ Put promotional plan into motion, such as distributing posters and developing press release packets.
- ☐ Meet with business and community groups to announce activities.
- ☐ Solicit volunteers to assist with events.
- ☐ Submit proclamation/resolution for approval.
- ☐ **Sign up for Western Regional P2 Network (WRPPN) Conference to be held October 13th-15th in San Diego: (775) 689-6675 or www.wrppn.org**
- ☐ Other: _____

SEPTEMBER

- ☐ Submit and follow up on requests for media coverage and proclamation.
- ☐ Organize and train volunteers.
- ☐ **September 20-26: Celebrate National Pollution Prevention Week!**
- ☐ **Sign up for WRPPN P2 Conference, October 13th-15th, (775) 689-6675 or www.wrppn.org**
- ☐ **Promote/brag about your event or activity! Send a summary to Robert Ludwig at rludwig@dtsc.ca.gov and your event will be highlighted to the local government P2 committees and WRPPN.**
- ☐ Other: _____

OCTOBER

- ☐ Thank those who helped organize and support your activities.
- ☐ Evaluate the success of your activities.
- ☐ Send copies of media coverage (newspaper articles, TV news coverage, etc) to the Department of Toxic Substance Control.
- ☐ Update press on the success of your events.
- ☐ **Participate in WRPPN P2 Conference October 13th-15th in San Diego.**



P2 RESOURCES: WHO TO CALL FOR HELP

☐ Cal/EPA AGENCIES

- ✦ DTSC at 800-700-5854 or www.dtsc.ca.gov/PollutionPrevention/index.html
- ✦ California Integrated Waste Management Board at www.ciwmb.ca.gov
- ✦ Water Resources Control Board's Storm Water Program www.swrcb.ca.gov
- ✦ Air Resources Board at www.arb.ca.gov or call (800) END-SMOG.

☐ OTHER ORGANIZATIONS SUPPORTING P2!

- ✦ Nevada Department of Environmental Protection, ☎ (775) 689-6675
- ✦ Honolulu Department of Environmental Services, ☎ (808) 692-5377
- ✦ Western Regional Pollution Prevention Network, www.wrppn.org
- ✦ National P2 Roundtable, ☎ (202) 466-P2P2, www.p2.org
- ✦ US EPA, USEPA Region 9, www.epa.gov/Region9/cross_pr/p2/index.html

For more information on NP2W check out DTSC's web page at:

www.dtsc.ca.gov/PollutionPrevention/index.html
for the following information:

- ✦ "P2 Is On The Road" and "P2 Is In The Office" Factsheets
- ✦ "P2 Is In The House" Factsheet
- ✦ "P2 Is In The Garden" Factsheet
- ✦ P2 Poster (available in JPEG format)
- ✦ P2 Public Service Announcements (PSA) Scripts
- ✦ P2 Press Releases For Newspapers and Newsletters